

MEMORANDUM

COMMUNITY DEVELOPMENT DEPARTMENT



To: City Manager / City Council
From: Matt Foulkes, Planning Manager
Subject: Fox Block Development Plan Update
Date: August 4, 2017

This memo will provide an update on the work completed by the Community Development Department and Pelican Communities regarding the Fox Block Development Plan and proposed next steps in the process.

PROJECT SUMMARY

At its meeting in March, 2015, the City Council directed staff to prepare a Request for Qualifications (RFQ) for the development of public parking within a mixed use development on publicly owned parcels adjacent to the Fox Theatre and Angelo's and Vinci's Ristorante. The project goals identified in the RFQ included a development which contains a mixture of commercial, office or residential uses as part of a development which will complement the historic Fox Theatre and meet the City's obligation to provide 200 publicly accessible parking spaces. In June, 2016, the City partnered with Pelican Communities to prepare a plan for development of these city-owned properties.

COMMUNITY OUTREACH TIMELINE

Following the approval of the Exclusive Negotiating Agreement (ENA) with Pelican Communities in June, City staff and representatives from Pelican Communities have engaged in a robust public outreach / information gathering process. A timeline summarizing the community outreach process is provided below.

Date	Action
March, 2016	Pelican Communities recommended by the Selection Committee through a competitive RFQ process
June, 2016	Exclusive Negotiating Agreement (ENA) approved by the City Council with Pelican Communities for a 15-month due diligence / public outreach period
August, 2016	Initial public outreach meeting with adjacent property owners and businesses
September, 2016	Outreach meeting with Crittenton (Joyce Capelle)
September, 2016	Outreach meeting with Fullerton College
November, 2016	Outreach meeting with nearby residents

December, 2016	Outreach meeting with Fullerton High School (Principal Rani Goyal)
February 2017	Outreach meeting with general community / interested parties
June, 2017	Meeting with the Fox Theatre Foundation to review development alternatives

OVERVIEW OF DRAFT DEVELOPMENT PLAN

Pelican’s primary tasks during the initial ENA period were to solicit input and recommendations from community members, property/business owners and stakeholders about future development in this area and to evaluate the development potential, feasibility and financial considerations of the city-owned properties around the Fox Theater. For analysis purposes, Pelican Communities has divided the properties into six plan areas:

- 1. Fox Alley
- 2. Ellis Lot
- 3. Tea Room
- 4. Triangle Lot
- 5. Pomona Lot
- 6. Plummer Lot

Within the draft Development Plan, each of the above-referenced zones were studied with respect to: existing property characteristics, opportunities, constraints and development options. Information gathered from the various community outreach meetings helped to inform and guide the development alternatives that were studied. The Development Plan includes four development alternatives for consideration by the City Council. Within the Evaluation and Recommendations section of the Development Plan, Pelican Communities has prepared a performance matrix which ranks each of the alternatives with respect to community input, project goals, property characteristics, and cost to implement.

NEXT STEPS

The draft Development Plan is complete and ready for review and recommendations by the Planning Commission and City Council. City staff is targeting August 22nd or August 29th for a joint community meeting with the Planning Commission and City Council to present the draft Development Plan and receive feedback from elected and appointed officials, as well as the Community at large. Scheduling of this meeting is already underway and once the date and time is confirmed, public notification via newspaper, press release, website and social media will take place. The direction provided at this meeting will guide City staff and Pelican Communities next steps in the development process.



Matt Foulkes
Planning Manager